



“Real Men Checkin’ It Out”

A Prostate Cancer Education and Screening Initiative



A REAL CONCERN

- African-American men are more than twice as likely to die of prostate cancer than white men in South Carolina.
- South Carolina ranks 4th in the nation for prostate cancer deaths.



A REAL GOAL

- Provide education and outreach activities to African- American males for prostate cancer prevention, early detection, and treatment.



A REAL STRATEGY

- Increase community awareness about prostate cancer
- Establish linkages and partner with health care facilities and providers for screening and treatment options.
- Provide information on how and where to access healthcare services



A REAL RESOURCE

- “Real Men Checkin’ It Out” Educational Guide
- VHS Tape
- Print Ads
- Press Release



A REAL OUTCOME

- Over 8000 screened
- 12,000+ men and women educated
- 66 cancers detected



A REAL EXPANSION

- Targeting African-American men ages 40 years and over.
Model adopted by:
 - Palmetto Health (Richland, Lexington, Fairfield and Pickens counties)
 - Faith communities and other community-based organizations and
 - Historically Black Colleges and Universities



FOR MORE INFORMATION CONTACT:

Office of Minority Health
803-898-3808

